



JANUARY 2011

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ITC Grant Summit

The annual ITC Grant Summit will be held February 1-2, 2011, at [The Owyhee Plaza Hotel](#), 1109 Main Street, Boise. The summit is an educational, networking and sharing forum for current ITC grantees and/or future Idaho Travel Council grant applicants.

The summit will focus on grant management, potential cooperative efforts for the upcoming year, as well as existing state programs.

For further information regarding the summit contact ReNea Nelson, ITC Grant Analyst at renea.nelson@tourism.idaho.gov or (208) 334-2470 or review the [tentative agenda](#). Detailed information about the grant program can be found at www.tourism.idaho.gov/grants.

Accolades

Triple Play Family Fun Park in Hayden recognized as Top Family Entertainment Center

The International Association of Amusement Parks and Attractions recently awarded Triple Play Family Fun Park the 2010 [Top Family Entertainment Center of the World Brass Ring Award](#). The Brass Ring awards are the most prestigious awards within the attractions industry worldwide.

Trail of the Coeur d'Alenes and Route of the Hiawatha named Trail of the Month

The Trail of the Coeur d'Alenes and Route of the Hiawatha were named [Trail of the Month](#) by the Rails-to-Trails Conservancy's Rail-Trail Hall of Fame in October.

The Circling Raven Golf Club, at the Coeur d'Alene Casino Resort Hotel in Worley, has been ranked among the best courses in America by [Golfweek magazine](#).

It came in at No. 13 on this year's list of "50 best casino courses." FYI: In May, the resort plans to unveil an \$85-million expansion.

Shar and Brian Scott, innkeepers at the American Country Bed and Breakfast in Coeur d'Alene -[Recipients of the 2011 Champion Award from PAII](#).

The Professional Association of Innkeepers International (PAII) acknowledged Shar and Brian on their success in founding the new Idaho Bed & Breakfast Association.

Four Idaho Ski Resorts Celebrate Winter Season Milestones

- [Brundage Mountain](#), 50 seasons.
- [Lookout Pass](#) near Wallace is celebrating its 75th.
- [Silver Mountain](#) celebrates 20 seasons.
- [Sun Valley](#) Sun Valley Resort, 75th winter season.

Idaho Winter Sweepstakes



Idaho's winter sweepstakes premiered on November 12 at center court in Bellevue Square, Washington, with an unveiling of an [impressive three - dimensional Idaho exhibit](#). Snow fans could engage with the display through December 5th by sharing photos via [Idaho's Facebook page](#) and smartphone users could scan the QR codes for the latest ski Idaho news and to enter [Idaho's Winter Sweepstakes](#) . In addition, an exclusive offer was available for [Bellevue Square](#) visitors to win one of four featured Idaho winter getaways including \$500.00 Bell Bucks. "The

Evergreen State is our largest out-of-state source of visitors and leveraging our marketing dollars through creative channels such as, The Bellevue Collection's - "[Snowflake Lane](#)", enabled us to reach more fun loving ski enthusiasts," said Karen Ballard, Idaho Division of Tourism Administrator.

Through March 4, 2011, each consecutive Friday a winner is announced and a new destination giveaway is showcased. For more information visit www.IdahoWinter.org .

New Photo Management System Available

The Idaho Division of Tourism has unveiled a new image management tool –the Media Room –to more easily provide photographs and video clips for editorial support and tourism promotional purposes. The system includes over 5,000 photos and video clips from around the state, either created by Tourism staff or donated for promotional purposes by lodging properties, attractions and events. Registered users may browse the library or search by keyword, region, category or a collection, and then download high resolution versions. To register visit <http://www.visitidaho.org/mediaroom> .

March 12 - 14, Northwest Chamber Leader's Conference, Coeur d' Alene

Northwest Chamber Leaders is a summit for professional Chamber staff and Volunteer Board Directors. The conference consists of a variety of activities that encourage networking, problem solving, and discussion of topics that are common among attendees. NWCL is one of the most unique conferences in the region - don't miss your opportunity to get involved! [Register today.](#)

International Opportunities

Go West Summit, February 2011

The Go West Summit will be held in Boise, February 7-10, 2011. Go West Summit is a tradeshow that is open to the western states of Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Texas, Washington and Wyoming. These states support international tourism and market their tourism products to tour operators from Latin America, Europe, the United Kingdom, Canada, Asia, and the United States.

Go West Summit brings together suppliers representing states, cities and attractions with international tour operators, tour wholesalers, receptive operators who are looking to expand

and improve their American West product, create pre-packaged or customized and multi-day tours to the American West or produce a brochure promoting these tours.

There are a variety of benefits to participating suppliers, including:

- Establishing relationships, creating itineraries and negotiating contracts on the spot during two days of 12-minute, one-on-one, pre-scheduled appointments.
- Increasing your bottom line by establishing a global sales network of tour operators to sell your destination or property.
- Networking opportunities during all business, dining and entertainment functions.
- Convenient access to 130 tour operators in four days.
- Increasing inbound tourism only to the American West.

For more information visit <http://www.gowestsummit.com/index.php>

Rocky Mountain International RMI Roundup

The next RMI Roundup will be held in Rapid City, South Dakota February 13-15, 2011.

The Rocky Mountain International Roundup provides an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe who specifically want to do business in Idaho, South Dakota, Montana, and Wyoming. It is a low-cost and highly efficient way for local suppliers to meet with international tour operators and a small number of US-based receptive operators.

The Roundup is designed not only for suppliers who are currently operating internationally, but also for those who want to test the international market waters at a cost-effective price in an environment where they'll get the opportunity to promote their product and do business one-on-one. Real business is generated at each Roundup site - room nights are booked, packages are included in foreign tour brochures, and deals are negotiated.

Cost for the RMI Roundup participation is \$550 per marketplace. You may choose from Marketplace 1 on Feb. 14 or Marketplace 2 on Feb. 15. Spaces are still available for both marketplaces. Download the registration at www.RockyMtnIntl.com . Contact Nancy Hall at nhall@rmi-realamerica.com with questions.

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